

AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows.

1.-20. (Cancelled).

21. (Previously Presented) A method of associating requests and events, comprising:
at a web server computer, receiving HTTP requests from user computers connected to said web server computer over a first network;
in response to said HTTP requests, said web server computer initiating events at server computers connected to said web server computer over a second network, wherein said events comprise backend business processes and dynamic content generation performed at said server computers;
logging HTTP requests data at said web server computer;
logging events data at said server computers;
receiving said HTTP requests data from said web server computer and said events data from said server computers at a management system residing in said second network; and
at said management system, time ordering said HTTP requests data and said events data and, for each user in said HTTP requests data and said events data, generating an association associating each event performed in said second network for said user with a HTTP request received from said user over said first network that is the closest in time to said event.

22. (Previously Presented) The method according to claim 21, wherein said server computers comprise an application server, an ad server, and an e-commerce server.

23. (Previously Presented) The method according to claim 21, wherein said initiating events at said server computers comprises initiating one or more scripts to insert dynamic content into a web page or to carry out one or more back end business processes.

24. (Previously Presented) The method according to claim 21, wherein said initiating events at said server computers comprises initiating generation of at least one dynamic advertisement.

25. (Previously Presented) The method according to claim 21, wherein said events occur within said second network.

26. (Previously Presented) The method according to claim 21, wherein at least one of said events occurs at an application service provider computer connected to said second network.

27. (Previously Presented) The method according to claim 21, wherein prior to said management system time ordering said HTTP requests data and said events data, said management system maps user identifications received from said server computers to individual users.

28. (Previously Presented) The method according to claim 21, wherein said HTTP requests data and said events data are received at said management system in real time.

29. (Previously Presented) The method according to claim 21, wherein said HTTP requests data and said events data are received at said management system in batches according to a predefined schedule.

30. (Currently Amended) A computer program product comprising a computer readable storage medium storing computer instructions executable by a processor to implement a management system, wherein said management system is operable to:

implement elements for a management system;

receive HTTP requests data from a web server computer and events data from server computers at a management system, wherein said web server computer is connected to user computers in a first network and wherein said server computers are connected to said web server computer over a second network;

time order said HTTP requests data and said events data at the management system; and

for each user in said HTTP requests data and said events data, generate at the management system an association associating each event performed in said second network for said user with a HTTP request received from said user over said first network that is the closest in time to said event.

31. (Previously Presented) The computer program product of claim 30, wherein said server computers comprise an application server, an ad server, and an e-commerce server.

32. (Previously Presented) The computer program product of claim 30, wherein said events data comprises, for each event occurring at said server computers, a user identification, a time stamp, and an event type.

33. (Previously Presented) The computer program product of claim 32, wherein said events data further comprises additional information about each event occurring at said server computers in said second network.

34. (Previously Presented) The computer program product of claim 33, wherein said additional information comprises a state change.

35. (Previously Presented) The computer program product of claim 30, wherein said management system is further operable to map user identifications received from said server computers to individual users.

36. (Previously Presented) A system for associating requests and events, comprising:
a web server computer connected to user computers over a first network for receiving HTTP requests from said user computers, wherein said web server computer is operable to log said HTTP requests;

server computers connected to said web server computer over a second network, wherein, in response to said HTTP requests, said web server computer initiates events at said server computers and wherein said server computers are operable to log said events; and

a management system residing in said second network, wherein said management system is operable to:

receive HTTP requests data from said web server computer and events data from said server computers;

time order said HTTP requests data and said events data; and

for each user in said HTTP requests data and said events data, generate an association associating each event performed in said second network for said user with a HTTP request received from said user over said first network that is the closest in time to said event.

37. (Previously Presented) The system of claim 36, wherein said server computers comprise an application server, an ad server, and an e-commerce server.

38. (Previously Presented) The system of claim 36, wherein said events data comprises, for each event occurring at said server computers, a user identification, a time stamp, and an event type.

39. (Previously Presented) The system of claim 36, wherein said management system is further operable to map user identifications received from said server computers to individual users.

40. (Previously Presented) The system of claim 36, wherein said HTTP requests data and said events data are received at said management system in real time or in batches according to a predefined schedule.

41. (New) A method for associating requests and events, comprising:
receiving HTTP requests data from said web server computer and events data from server computers at a management system connected to the web server computer and server computers via a network;

time ordering said HTTP requests data and said events data at the management system; and

for each user in said HTTP requests data and said events data, generating at the management system an association associating each event performed in said network for said user with a HTTP request from the HTTP requests data that is the closest in time to said event.

41. (New) The method of claim 41, wherein said server computers comprise an application server, an ad server, and an e-commerce server.

42. (New) The method of claim 41, wherein said events data comprises, for each event occurring at said server computers, a user identification, a time stamp, and an event type.

43. (New) The method of claim 41, further comprising mapping user identifications received from said server computers to individual users.